



JOINT EXECUTIVE
SEM-PD21 2004 CLASS

Naval Postgraduate School



ANNOUNCEMENT FOR APPLICATIONS
FOR SEPTEMBER 2004 CLASS

Systems Engineering Management (SEM)

An Executive Graduate Education Program for Defense

Offered in partnership with MIT's "Educational Consortium for
Product Development Leadership in the 21st Century" (PD21)

A Distance Learning Program with Unique Joint Focus
Joint Services, Joint Engineering & Management, Joint Government & Industry

A LIMITED NUMBER OF OPEN SEATS AVAILABLE

OPEN TO QUALIFIED UNIFORMED OFFICERS, SENIOR ENLISTED,
FEDERAL CIVILIANS AND DEFENSE CONTRACTOR CIVILIANS.

PROGRAM HIGHLIGHTS AND TESTIMONIALS

The joint executive SEM-PD21 program certified by Secretary of the Navy to Congress
allowing contractor civilian participation,

"Our progress in privatizing acquisition has resulted in the migration of many activities once performed by Navy uniformed or civilian personnel to the private sector. It makes sense for Navy personnel and defense industry civilians to participate shoulder to shoulder in graduate studies focusing on improving Navy research, development, and acquisition cost, schedule, and performance. Such a program will greatly enhance the educational experience of both sets of students and will strengthen partnerships between the private and public sectors which is a critical element in our efforts to transform the Navy and Marine Corps acquisition and procurement process." (Letter to Chairman, Committee on Armed Services, March 9, 2001)

Recognized in Business 2.0, (December 2001) as one of the top, "Straight-to-the-Point
Executive Education Courses" see <http://www.business2.com/articles/mag/0,1640,35099,FF.html>.

Letter to the President of MIT by the Honorable Mr. Hultin, Undersecretary of the
Navy, (May 17, 2000),

"SEM-PD21 is aligned with our efforts to transform the Navy and Marine Corps acquisition and procurement process. This initiative fits nicely with our broader campaign entitled Revolution in Business Affairs (RBA), a strategic change initiative aimed at dramatically improving the way we acquire, deliver, maintain, deploy and operate the business side of our national defense institution. We fully expect that the graduates of SEM-PD21 will soon become significant leaders and change agents in our Revolution in Business Affairs and help reduce the acquisition life cycles and development times for new defense systems by a factor of two or more."

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SEPTEMBER 2004 CLASS: September 2004- September 2006

ENTRY REQUIREMENTS: The program is open to uniformed officers (O4 and above), federal civilians (GS12 and above) and equivalent contractor civilians. Senior enlisted (E-7 and above) are eligible on a space available basis. To participate in the joint executive SEM-PD21 program, candidates must have the following credentials:

- An undergraduate degree in engineering or a related scientific or technical field with high academic achievement;
- At least five years experience directly related to product development. This experience must reflect continued growth and professional development. For candidates that hold a Masters degree, the experience requirement can be reduced to three years;
- Sponsored by your service, command or company with senior leadership endorsement.

PROGRAM INFORMATION

NPS and the PD21 consortium believe that this joint engineering & management degree is the best, unified curriculum available in systems engineering and end-to-end product development leadership education (see <http://ocl.nps.navy.mil/pd21>). It also ideally aligns with DoD leadership vision for defense transformation and acquisition excellence. All students who successfully complete the two-year distance-learning course of study will receive:

- ✓ **Degree:** Master of Science in Systems Engineering Management, Systems Engineering or Product Development.
- ✓ **PD21 Certificate:** Certificate of Recognition from MIT.
- ✓ **DAU Equivalencies:** Defense Acquisition University (DAU) ACQ101, ACQ201, PMT250, SYS201 and SYS301 meeting DAWIA level III training requirements for the Systems Planning, Research, Development & Engineering (SPRDE) career field.

ELECTIVE TRACKS: Sponsors and students have great flexibility in designing their elective structure. Currently, there are five advertised elective tracks that when taken with the SEM-PD21 core/fundamental courses earn participating students additional certifications:

- ✓ **Systems Acquisition (SA) track:** sequence of five elective courses that provide additional DAWIA Certificate for DAU PMT352 meeting level III training requirements for the program management career field.
- ✓ **Information Systems Operations (ISO) track:** sequence of four web-based education (WBE) courses that provide an additional Information Systems Operations Certificate.
- ✓ **Space Systems (SS) track:** sequence of four web-based education (WBE) courses that lead to an additional Space Systems Certificate.
- ✓ **Advanced Systems Engineering (SE) track:** sequence of four courses that lead to an additional Systems Engineering Integration Certificate.
- ✓ **Software Engineering (SWE) track:** sequence of four courses that lead to an additional Software Engineering Certificate.

Note: To meet sponsor needs, other elective options can be arranged with advanced coordination with the joint executive SEM-PD21 program office.

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SCHEDULE

- September 13 through 24, 2004: Program two-week kick-off and orientation session at Naval Postgraduate School, Monterey, California. Orientation session includes program indoctrination, Silicon Valley Industry visit, start of first two core courses and participation in cohort 2 graduation events. Sponsor representatives are welcome to join.
- After the kickoff, students return to organization locations and take courses by video tele-education (VTE) and/or web-based education (WBE). Students should expect to take two four-unit courses and spend 7-8 hours a week in-class. SEM-PD21 core and fundamental courses are offered on Fridays and elective courses are chosen by selecting an appropriate track (see SEM-PD21 2004 class curriculum lineup for sequence of courses).
- Students are expected to participate in 2-3 industry trips during the two-year course of study and a graduation ceremony at the completion of the program. There will also be occasional Systems Engineering & Product Development seminars for all SEM-PD21 students.

TUITION

For the 2004 class, there are 25 total seats available. Each service (Army, Air Force, Navy) and defense contractors are allocated 5 seats each (20 total). The additional 5 open seats are available to the best qualified candidates from any DoD or federal agency. Sponsors should conduct their own internal selection process before forwarding applications to the joint executive SEM-PD21 program office.

Note: The 5 open seats are available for the total ownership price of \$46,000 for military and federal government civilian employees and \$50,000 for Defense contractor civilian employees, payable according to the payment schedule provided below (or as negotiated with SEM-PD21 program office). Price discounts are offered to a command or company sponsoring multiple students (see discount pricing). This total ownership price includes all tuition, textbooks, course support materials and equipment (software, handouts, case studies, etc.), travel, transportation and per diem for all campus/industry visits including graduation and distance learning bridging costs. Local commands must have ISDN dial up capability at 384 kbps and incur their own dial-up charges to the NPS bridge for VTE courses and internet access for all WBE courses.

<u>Payment Schedule:</u>	Government Officer/Fed Civilian	Defense Contractor Civilian	Due Date
Registration and kickoff:	\$6K	\$6K	15 Aug 04
First year tuition/industry trips:	\$20K	\$22K	01 Nov 04
Second year tuition/graduation:	\$20K	\$22K	01 Nov 05

Discount pricing for multiple sponsored students: An incremental price discount (5% for 2; 10% for 3; 15% for 4; and 20% for 5 or more students) will be applied to the total tuition price for organizations that sponsor two or more students. An updated payment schedule will be provided to each sponsoring command/company after their total number of students are selected and accepted into the program.

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APPLICATION DEADLINES

- August 15, 2004: the joint executive SEM-PD21 program office must receive all completed applications (contact your organizational representative for earlier internal deadlines). Applications are located on the SEM-PD21 website at <http://ocl.nps.navy.mil/pd21>. Applications will be reviewed on a first come first serve basis for the 5 open seats. Late applications will be reviewed on a case-by-case basis dependent upon seat availability but no later than September 10, 2004. Maximum enrollment is 25 students (20 military officer/federal government civilians and 5 defense contractor civilians).

FOR MORE INFORMATION AND APPLICATION PROCEDURES

Call or write one of the following or visit our website at <http://ocl.nps.navy.mil/pd21>.

Naval Postgraduate School
Meyer Institute of Systems Engineering
Joint Executive SEM-PD21 Program Office, Mail Code 97, Room 100D
777 Dyer Road
Monterey, CA 93943
E-mail: mpd@nps.navy.mil

Attention:

NPS- Academic Associate &
Navy Program Manager
Tel/Fax: (636) 925-2982

NPS- Program Manager for Instruction
Tel: (831) 656-2792
Fax: (831) 656-2336

NPS- Air Force Program Manager
Tel: (831) 656-3116
Fax: (831) 656-3828

NPS- Army Program Manager
Tel: (831) 656-3620
Fax: (831) 656-3638